Traffic Order#

Printed: 08/17/2

08/17/2012 9:51 AM

Last Received: 08/17/2012 7:34 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () OBAMA, BARACK

Product OBAMA/PRES/DEM

Estimate# 1621

Rep Order#

EC'd Yes

Buyer Maura Gilroy

Phone# Fax# Agency () GMMB 3050 K ST NW

WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1621

Flight Dates

95/101/1621 08/17/2012 - 08/23/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON Salesperson () MIKE JONES 1 of 2

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	———— М-ТН	5A-6A	8 NEWS NOW AT 5AM	:30	\$900.00	08/20-08/23	1	1	i	\$900.00	
	2	M-TH	4A-459A	8 NEWS NOW AT 6AM	:30	\$75.00	08/20-08/23	2	1	2	\$150.00	
	3	M-TH	7A-9A	CBS THIS MORNING	:30	\$900.00	08/20-08/23	1	1	1	\$900.00	
	4	SU	530A-6A	WALL STREET JOURNAL REPORT	:30	\$100.00	08/19-08/19	1	1	1	\$100.00	
	5	SU	6A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$440.00	08/19-08/19	1	1	1	\$440.00	
	6	M-TH	12P-1230P	8 NEWS NOW AT NOON	:30	\$650.00	08/20-08/23	1	1	1	\$650.00	
	7	М-ТН	3P-4P	ELLEN	:30	\$800.00	08/20-08/23	1	1	1	\$800.00	
	8	M-TH	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$900.00	08/20-08/23	2	1	2	\$1,800.00	
	9	M-TH	5P-630P	8 NEWS NOW ROTATION	:30	\$1,250.00	08/20-08/23	2	1	2	\$2,500.00	
	10	M-TH	630P-7P	INSIDE EDITION	:30	\$900.00	08/20-08/23	1	1	1	\$900.00	
	11	М-ТН	7P-8P	ET/INSIDER	:30	\$1,000.00	08/20-08/23	1	1	1	\$1,000.00	
	12	SA	7P-8P	ET WEEKEND	:30	\$250.00	08/18-08/18	1	1	1	\$250.00	

Rep Order# 8852557 EC'd Yes

Ver# 1 Status New Traffic Order#

Printed: Last Received: 08/17/2012 9:51 AM

08/17/2012 7:34 AM

Showing Buylines: All Lines

KLAS-TV LAS VEGAS Station

Advertiser () OBAMA, BARACK Product OBAMA/PRES/DEM

Estimate# 1621

Ln

Maura Gilroy

Day

1135P-

1237A

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Len

Agency C/P1/P2/E Flight Dates

95/101/1621 08/17/2012 - 08/23/2012

Rate

Hiatus Weeks

Rep Firm Sales Office (

Salesperson (

) WASHINGTON) MIKE JONES

1

Salesperson Phone#

Spots/Week # of

202-872-5880

2 of 2

Salesperson FAX# 202-872-0263

Phone# Fax#

Buyer

LT

13 M-TH Time Program ____

_____ LATE SHOW W/LETTERMAN ____ ____ :30 \$650.00

_____ 08/20-08/23

Dates

1

Weeks 1

Total Total Cost Spots ---------

\$650.00

Daypart

-- REPORT TOTALS---

Report Totals: 16 / \$11,040.00

-- SALES MONTHLY TOTALS--

Aug 12:

16 / \$11,040.00

Sales Totals: 16 / \$11,040.00 Station Totals: 16 / \$11,040.00 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE-

Market Totals

\$138,000

CABL 0% KVCW 3% KLAS 88 KVMY 3% KSNV 31% KVVU 24% KTNV 28% UNKN 0%

KTUD 3%

-- COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books Demos null RA35+